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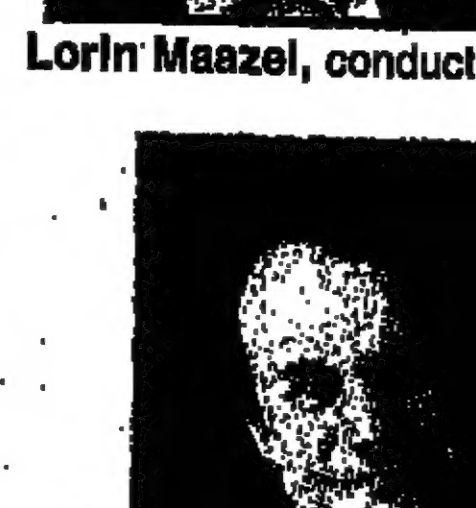
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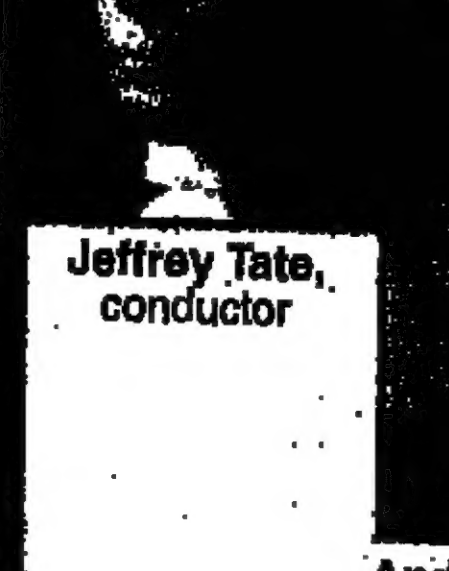
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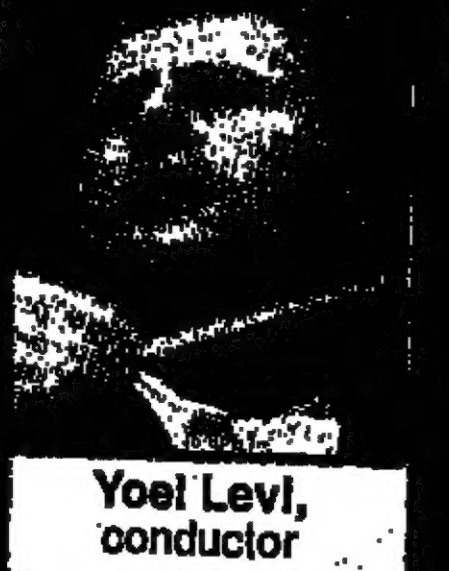
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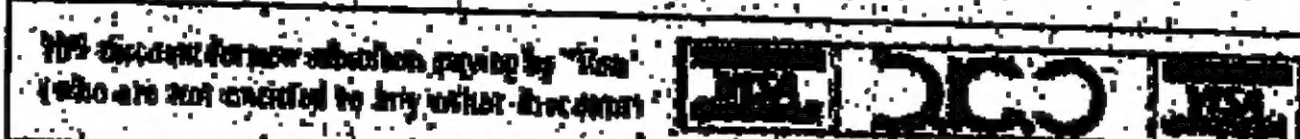
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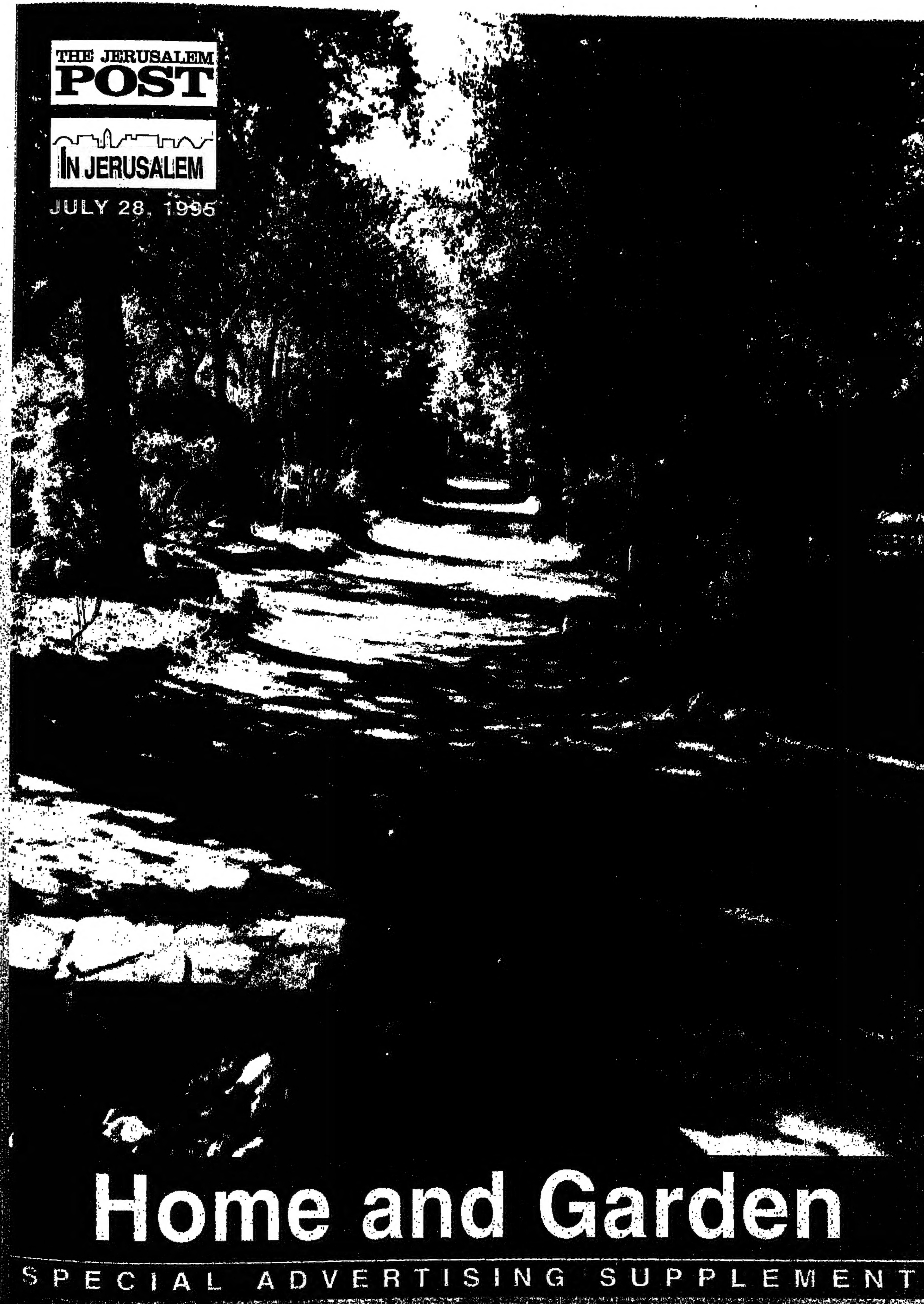
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JULY 28, 1995



# Home and Garden

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מכירת אלבום





Architect Shlomo Aronson

## A park within a park

Tabitha Yelloz learns about the Harry Wilf Park which will give a brand new image to Independence Park

EVERY JERUSALEMITE comes to dread the hot dry summers and the impending threat of dehydration at the next breath while trekking through the city. The designers of the new Harry Wilf Park in Independence Park hope that their current project will be the spot both residents and tourists see as an oasis – literally – with the only major waterworks in a park in this increasingly hectic city.

Over the years, Independence Park has been seen as a "black hole" in the middle of the city, a known drug hangout and generally a territory for undesirables. Walking through the dark park at night, one can sometimes sense the sneeze in the air. The park is not well-lighted and in parts can be downright scary.

By day, it now looks similar to the war zone it once was in 1948 during the War of Independence, where it was used as a battlefield for Jewish and Arab troops, who were stationed at opposite ends.

Short cuts through the park have been temporarily halted by extensive land upheavals. Heavy earth moving equipment has changed the face of all that was once familiar, leaving large tracts strewn with rocks and gravel.

In the mid-eighties, there was a controversy regarding whether the current thoroughfare con-

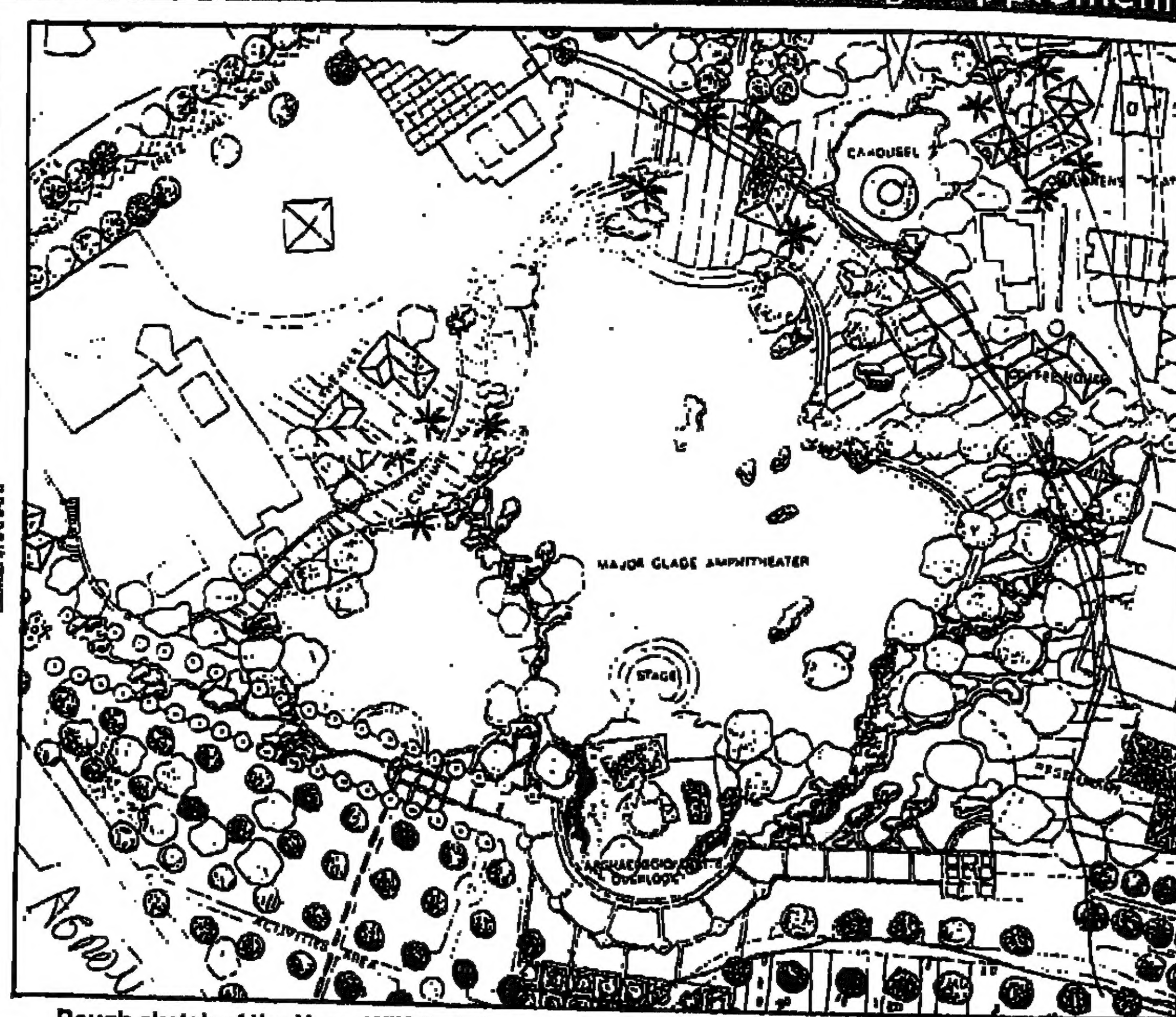
necting Rabbi Akiva and King George Streets should be open to the public. This move by the city resulted in a definite negative influence on the air and noise pollution of the park, not to mention its effect on the general sense of seclusion and tranquility in the area.

The park has shrunk over time, as part was given for residential and commercial use. The most obvious landmark within the park is the Sheraton Plaza Hotel.

Strewn with stone, sand, dirt, irrigation hoses, and some construction material, the renovation's guts are fully exposed in a walk through the park. The planners behind the park's \$3 million plus renovation promise that all of this will change. Just add water and stir in some new flora.

The Wilf Park – the park within a park – is being completely redesigned with a natural amphitheater which will seat 8,000 people, a promenade, a children's activity area, and a complex set of waterworks, making it one of Jerusalem's biggest and most innovative parks.

Though the only hints at it at present are cobblestones and rock-surrounded pits, waterworks are an exciting innovation of the Wilf Park since Jerusalem has no other major park with this feature. Water will cut through



Rough sketch of the Harry Wilf Park for which the plans have been changed several times.

the park, running over boulders and rocks beginning at three points: the Sheraton Plaza Hotel, Rabbi Akiva Street, and the area between Rabbi Akiva and Nahlat Shiva in natural-looking artificial streams flowing towards the center of the park.

From the top of the incline near the new Rabbi Akiva Street parking lot, water flows alongside a peaceful tree walk, which will later be filled with over 50 variations of trees, plants, and flowers, including almond, carob, cane apple, olive, oak, pear, lilac, tamarisk, jasmine, rose, myrtle, rosemary, iris, and bulb flowers.

Near the Rabbi Akiva Street entrance, there is a tree surrounded by a moat of water, and the entire park follows the new trend in landscape architecture where plants, rocks, and water all are interspersed.

"Water is a major theme. There are historical reasons for this," said noted architect Shlomo Aronson, who is responsible for the new design of the park. "We looked at old maps of the area. We looked for the past. The whole garden was a catch-basin which emptied into the Mamilla Pool. Some water from this area was even directed toward Jaffa Gate."

This substantial water works will cost around half a million

dollars.

Part of the promenade is already built. Aronson is an old hand at designing promenades in Jerusalem, Beersheba and south Tel Aviv.

Still in the works is a project to have gates at different entrances surrounding the Park, said Harvey Dougan, the Wilf's legal representative in Israel.

The Jerusalem Foundation, which is overseeing the Wilf Park project, hopes that it will serve as a central link for the city, connecting the Center of Town to hotel and restaurant areas.

"We wanted the park to be centrally located," said Zygmunt Wilf, the nephew of the late Harry Wilf, "because Jerusalem was the center of the thoughts of Harry Wilf while he was alive before, during and after the war. Jerusalem was a very important part of his life and we felt the project needed to be done."

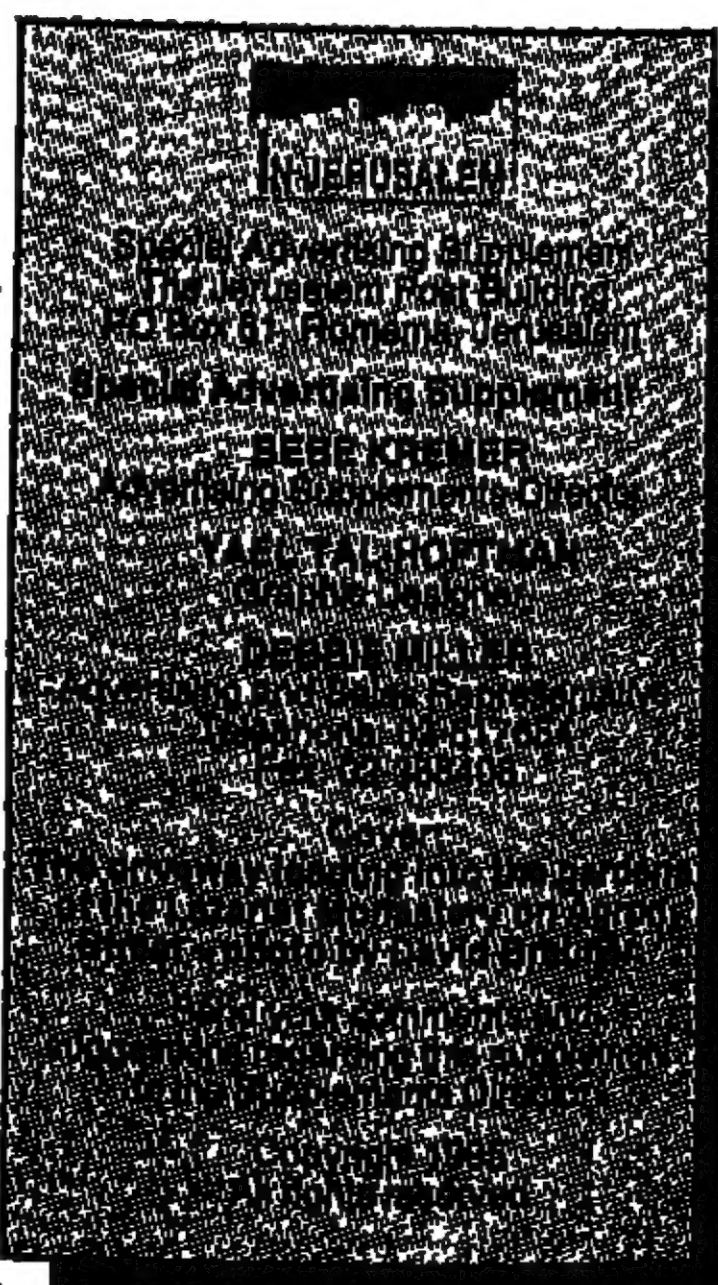
The senior members of the Wilf family are all Holocaust survivors who have significant commercial and philanthropic interests in Jerusalem. They are the main shareholders in the Ramada hotel.

The Wilf family has undertaken the bulk of the cost of revamping the park. Judith Wilf, Harry's widow, and his son Leonard were largely responsible for the initiation of the project and its direc-

tion. The Wilfs have also established an endowment for upkeep of the park, including its waterworks.

The projected completion date for the park is October, 1995, though the contracted completion date is December.

At some later stage, areas surrounding and within the park may be rezoned to include kiosks and cafes, though there will be no major non-food or non-recreational ventures allowed.



### Jura Koncius

THE TRUE answer to eliminating closet chaos does not lie in whether you choose wire mesh or melamine to grace the interiors of this small but vital space in the home. It is really more in whether you can manage to part with clothing that may have romantic but not practical value. Or at least shuffle it to another location.

Some thoughts on all of this, whether you live in a house or apartment: Do a serious wardrobe weeding. A common rule is anything not worn for one or two years is out. If you really have no budget for closet accessories, at least take everything out of your existing closet, give the space a fresh coat of paint and put back only those things you really wear.

(Don't paint the hanging rod. The paint will eventually start flaking off. Stainless steel or unpainted wood rods are best.) Go through your clothing and make a pile of things that need to be mended or altered before you can wear them again. Then either fix them yourself, take them to a seamstress or tailor or get rid of them. Clothing with stains that haven't come clean through repeated cleanings or washings should also be thrown out or given away. Keeping shoes off the floor is a current trend in closet organization. If you can't afford fancy built-ins, consider a hanging shoe

rack or plastic shoe boxes that can be stacked on a shelf. "A lot of people start with shoes," says Kimberly Hathaway, a storage-product buyer for a home furnishings and hardware store.

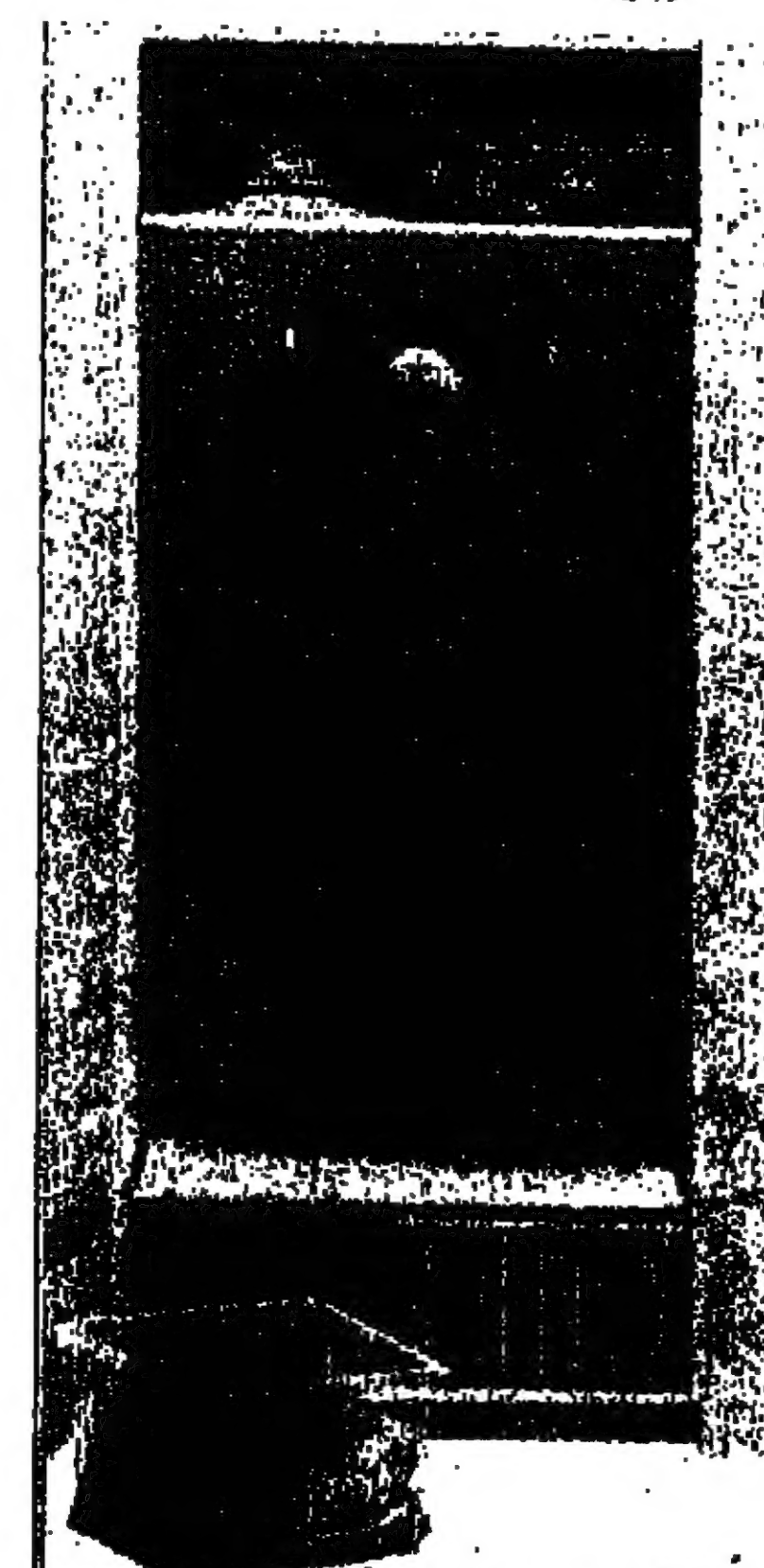
"That pile of shoes at the bottom of the closet starts to get on their nerves."

Jumbled rods and jumbled, tumbling stacks of sweaters can be a flashpoint for crankiness. They have spawned an industry reaching out to those seeking refuge from disorder and trying to make the most of cramped space in modest houses and apartments.

In 1994, the closet-storage business topped \$619 million in sales, according to *Home Furnishings Network*, a weekly New York trade publication.

"Closets are the biggest area of storage in the home," says Craig Mueller, vice president of marketing for Closetmaid, an Ocala, Fla.-based manufacturer with sales of more than \$100 million a year.

Most buyers of custom closet services are women, ages 35 to 55, industry sources say. "But when you get a man that's into clothes, it surpasses any experience you



Wire baskets in a closet keep chaos under control

have with women," says Michaela Clancy, a designer for

California Closet. She's seen male customers with 400 pairs of shoes or 500 golf shirts. "I can set it up so it looks like a pro shop."

Over the years, builders, carpenters, architects and interior designers have addressed the size and shape of closets, but they couldn't control the chaos. To do that, a specialized industry has grown to fill a column in the American Yellow Pages under "Closets."

Do-it-yourself storage products line several aisles in home centers. Even children are getting their closets "done."

Why? The ever-present hope that breaking the closet into understandable chunks, using baskets, cubbyholes, drawers and compartments, will encourage orderliness.

But order doesn't come cheap. Professionals charge from \$255 to \$600 and up for customizing and installing a well-ordered alternative to a "basic builders' closet," also called a pole-and-plank. (That's the one with a rod 69 inches off the floor and a shelf running along the top.)

(In Israel the cost, on average, is around 30% higher.) Self-installed ventilated wire

systems can begin with a \$28 starter kit and end with hundreds of dollars' worth of shelf dividers and tie racks.

Realtors love nice-looking closets. "Anything that you can do to make a house show better is worth doing," says Lynn Kemper Steffen, a real-estate agent with Prudential Preferred Properties.

Americans used free-standing wardrobes to store their clothing until built-in closets started appearing in American homes around the 1870s, according to historian James M. Goode. Early closets were usually dark narrow spaces sometimes fitted only with hooks.

Getting wired is one of the most common and inexpensive ways to refigure closets. Shelving and drawer units made of coated steel wire offer ventilation, visibility and accessibility – and usually a lifetime warranty against chipping and peeling.

The wire systems on the market can expand the usable space in a typical closet by 50 percent, manufacturers claim. On the down side, silk lingerie has a tendency to fall through the cracks, and your cashmere might pick up the waffle marks of the grid pattern.

Professional organizers try to compartmentalize space into manageable sections. Consumers can do some of this without built-ins by investing in inexpensive plastic storage boxes in many sizes.

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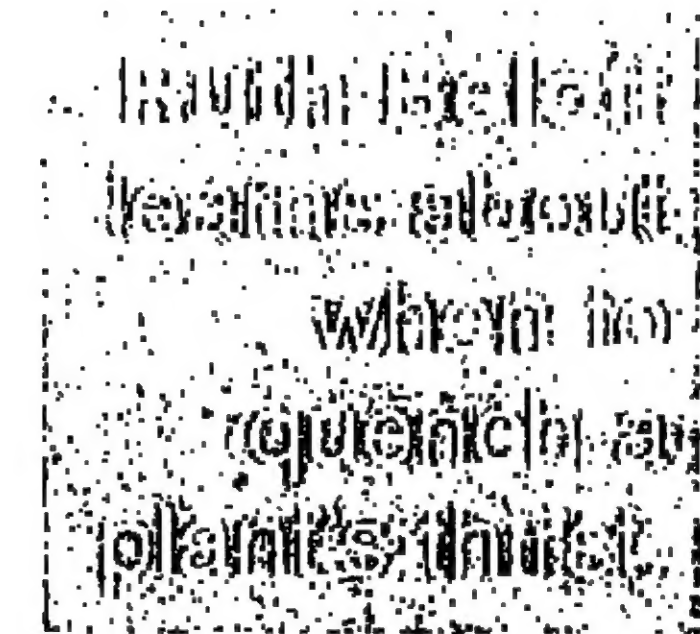
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# Caring for plants in summer



IT'S SUMMER and Jerusalem is adorned with perfumed blooms. Cascades of color surge from balconies and terraces, while hawthorns of flowers abound in the gardens and groves of the city.

Maintaining one's garden in the face of today's increasingly changing climatic conditions can be a challenge as well as a creative endeavor. Here are some tips from several experts on how to make your garden a virtual festival. For starters, knowing how to battle a *hamsin* is crucial for any Jerusalem gardener.

Says Gabi Zeiger of plant nursery Ginat Tamar, "Avoid planting during a *hamsin*, and keep watering every day during hot weather." Never water in the middle of the day, he warns, as the water will evaporate immediately, and the



Garden ornamentation by Reuven Applebaum

energy it takes for the plant to absorb the water so quickly could make it vulnerable to insects or disease. Zeiger cautions not to spray plants with water during the day either, as the combination of



Helping a garden grow

water and the sun's rays will burn the leaves. When watering, don't douse the flower heads, he stresses, but stick the nozzle of the hose or watering can right into the soil and spread the water evenly

around the plant. The best times to water are at night and early in the morning.

To water a garden effectively, Zeiger recommends installing a dripping system. It is very practical in that it conserves water. In the long run, it is less expensive than daily surface watering; you can save up to a whole year's worth of water expenses. And the system is very good for the plants

because the liquid sinks deep into the ground. Seeking the water from below, the plants grow deeper roots, and yield stronger blooms.

But there is always the danger of overwatering. If leaves become yellow, that is a sign of too much liquid. In that case, reduce the amount of water but not the frequency, says Zeiger. If leaves are falling from the plant, it could be an indication of disease or insect infestation. He recommends that you bring a sample leaf to a nursery. Whether the plant is in the garden or in a pot on the balcony, Zeiger says there is a good chance the infection will spread to other plants if not treated immediately. One way to ensure the good health of a plant is to fertilize it, stresses Zeiger. "Natural fertilizer is excellent for flowering plants, as it nourishes them and encourages the biological life of the organism." Be they balcony or garden plants, the same rules apply: Never fertilize during sunshine hours, and do it when the soil is moist. Once you begin to fertilize, you must continue to do so on a regular basis. "The plants get used to it," explains Zeiger, "and if you stop, you give them a minishock."

Another shock to any living organism is cigarette smoke; therefore, Zeiger recommends keeping smoke and smokers away from plants and flowers.

Having said all that, what can one plant in the midst of summer? According to Zeiger some of the hardier plants that "can take the heat" are annuals such as asters, begonias, fuchsia, impatiens, marigolds, petunias, and portulaca. While plants and flowers in themselves are beautiful adornments to any lawn or balcony, there are many ways in which to make them even more enhancing. For example, a rock garden on a balcony can create a lovely effect. In the area of the drainage spout, arrange a series of clay planters of different heights, filled with the plants of your choice. Then surround the grouping with an assortment of large rocks and stones. On a larger scale, a garden offers a myriad of opportunities to "use ornament

within an ornament," as Reuven Applebaum describes it. A landscape architect and specialist in Japanese gardening, Applebaum literally builds gardens. "Ornament decorates and humanizes the surroundings," explains Applebaum. "It unites nature with architecture." To unify the inherent split between the architecture of the home and the landscape of the garden, you use ornament, he elaborates. To achieve that, you can bring the garden into the house or symbolically extend the house into the garden. An atrium in the vestibule or plants inside the house are examples of the former. A cornice, an arch, or an organic stone bench in the garden illustrate the latter.

In Japan, says Applebaum, a pathway in a garden can be an ornament in itself. Woven through the landscape, it is aesthetically beautiful in relationship and intrinsically beautiful in itself. "The points where edges meet call out for ornament," says Applebaum. "You create unity by binding them together." Exterior corners, windows, and garden gates can be accented with such items as paving stones, mirrors, old shutters, or wood sculptures.

Another way to decorate a window, a balcony, or a garden, and protect yourself from too much sun is with an awning. According to Shimon and Arnon Cohen, coowners of Eden, an awning is the ideal way to enjoy the sunlight and fresh air of the outdoors without being subjected to the heat and glare of the sun. Manually or electrically operated, these canvas canopies are easy to open and close and are available in 60 colors, in an assortment of stripes, solids, or floral patterns. Exclusive in Jerusalem at American Camping are Venezia and Super Venezia awnings. Manufactured in Israel, they are made from mechanisms imported from Germany and canvas imported from Germany, Italy, and Spain. According to proprietor Yehuda Tur, these awnings, designed to stand up to the strongest Jerusalem winds, are among the best in the world. To enhance your balcony or garden even more elaborately and to protect



A brick bridge in the garden is both functional and decorative

you from the elements all year round, the pergola is the perfect structure. With its closed top, open entrance, and latticed sides, "It's like being inside when you're outside," says Shimon Cohen. Available in white PVC or in a wide variety of wood tones, the pergola is a charming, and practical, complement to any garden or terrace.

Of course, if you want to commune with your garden on a more one-to-one basis, an excellent way to admire your floral fantasia is from a horizontal position, reclining in a hammock. Fastened between two trees in your garden or secured between two posts on your balcony, a hammock can be an extremely exotic addition to your outdoor living space.

Hammocks are becoming more and more popular in Israel, says Bob Faber of Tiltan Gardening Supplies.



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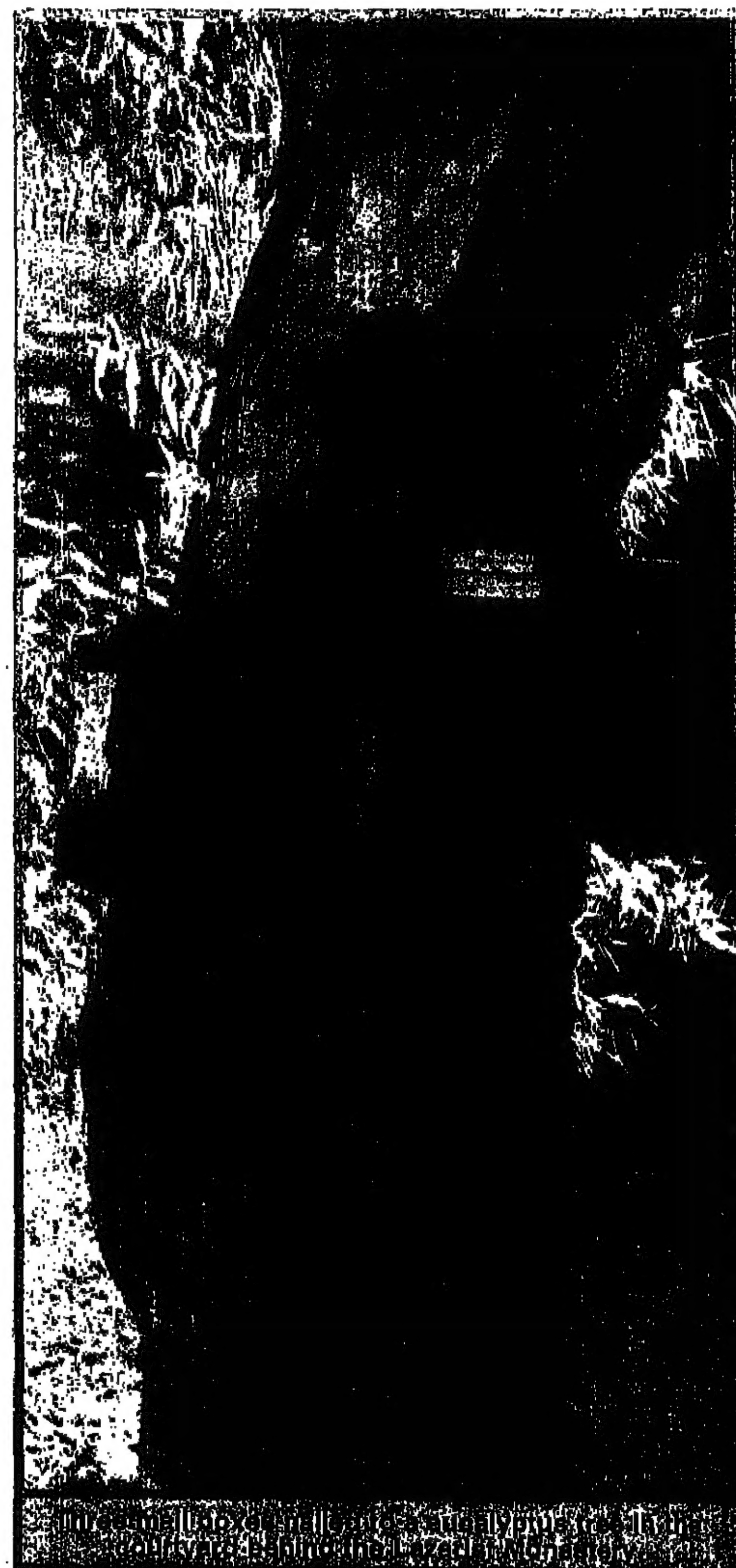
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# The secret gardens of Jerusalem

Photojournalist David Brauner has discovered some of the beautiful secret gardens hidden behind the city's high stone walls. Both the story and pictures are his.



SETTING OUT on foot at six in the morning, it occurred to me that this assignment was a curious paradox. How will the Jerusalem secret corners remain secret if I and my camera expose them to all and sundry?

On the way to my first downtown stop, I watched Jerusalem wake up. The baker in the local cafe was already hard at work. Civil guardsmen sat on a wall waiting for their shift to end. Construction workers in frayed shorts and ratty hats were silently drifting towards bus stops.

6:30 a.m. The entrance to Even Yisrael from Agrippas Street opposite the old Eden Cinema is now marked by one of the Municipality's new blue and gold plaques. Founded in 1875 by a society of Ashkenazim and Sephardim, the once distinct neighborhood contained 53 apartments (equivalent to the gematria of the Hebrew word for stone - even, as in 'the stone of Israel', Genesis, 49:24), cisterns, two gates and, of course, two synagogues.

Even Yisrael's second gate on the Jaffa Road side at No. 85 is found under the arched sign of a wedding salon, proclaiming 'a Garden of Eden for the bride and groom.'

To be sure, the central courtyard, now called Levin Garden, may not exactly be paradise, but it is sheer serenity compared to the noise and bustle of traffic, shoppers and tourists just outside.

The cool shaded world of Even Yisrael did not immediately reveal itself. The large leafy mulberry trees, male and female, at opposite ends of the square, are the sign of an early settlement. No one as yet was sitting on the benches beneath their branches. There were no dogs or cats, or children playing. There were only cooing doves.

But after sitting awhile, the neighbors began to appear. Ruth and her husband Ya'acov came out to feed their frisky dogs, a mother and daughter, who seemed more interested in picking a fight with an Irish setter than in eating.

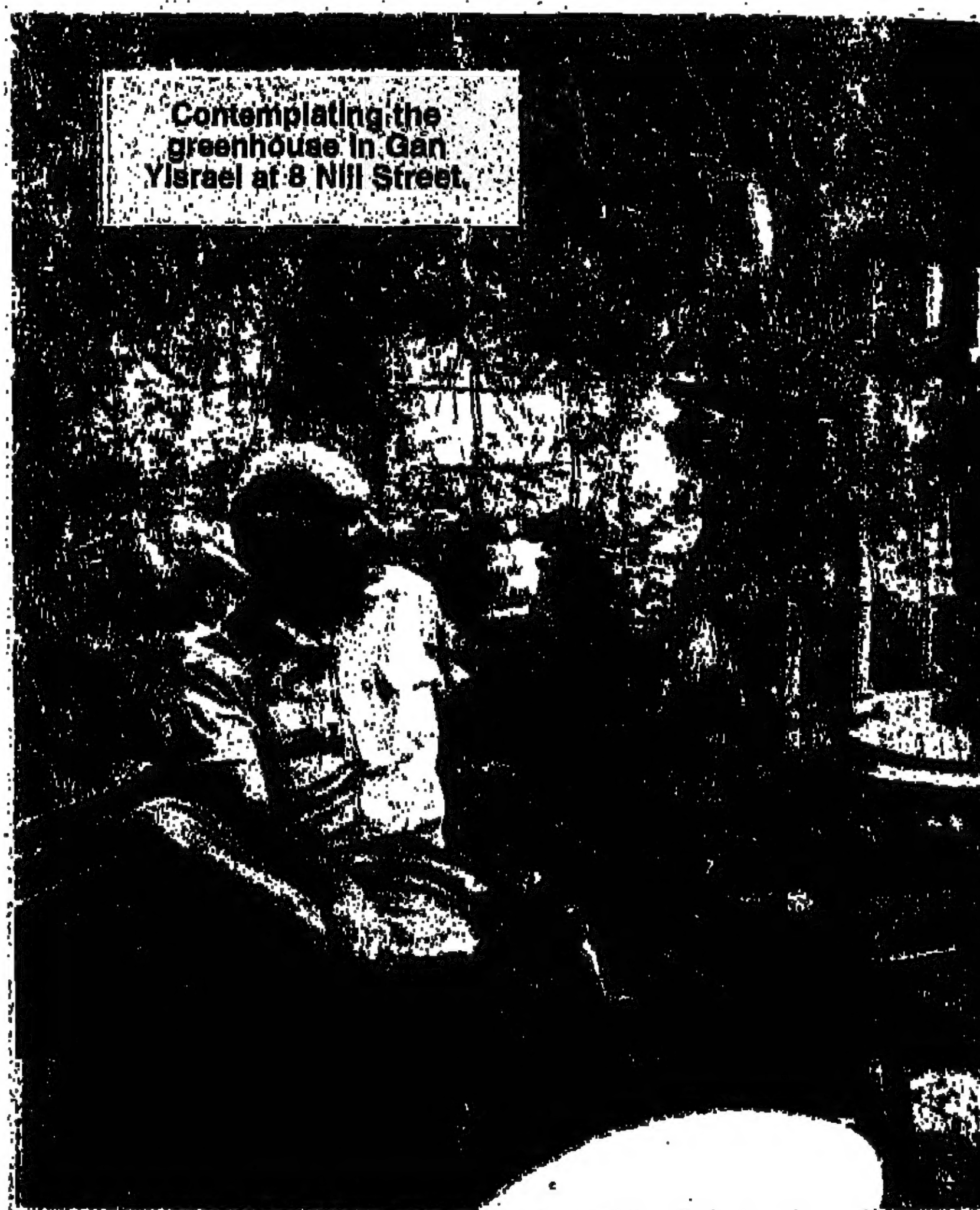
The couple have lived in Even Yisrael off and on for 13 years. They occupy a small, second-floor key money apartment built in the Turkish style of field stones and earth. Ruth, a tour guide, said for

it to be truly habitable, it needs plastering every year or so.

When the family first arrived, they used to sweep the Harav Elboher Alley leading to their home, at least once and sometimes twice a day. Some of the old-timers, especially the upstairs neighbor, considered their cleanliness a challenge. Another dis-

the whole neighborhood." Even the municipal worker who now keeps the court litter-free is considered an active community member.

Antonio, a furniture restorer, who has lived and worked in Even Yisrael for 19 years, related that there are fewer children here than when he first arrived. He showed



Contemplating the greenhouse in Gan Yisrael at 8 Nili Street.

turbing factor is that the old court is apparently a night time haunt for drug dealers.

Yet despite the problems, Ruth said, "I feel that this is the real Jewish Jerusalem." She recalled the heavy snowstorms of 1992, "the white pressing down, the stillness like magic," and remembered with nostalgia her daughter's outdoor birthday party one year.

The sense of neighborhood is still strong here. Remarkably, Ruth noted, the local rabbi (now there is only one small synagogue) shakes her hand whenever he sees her on the Sabbath. Then there was Nana, the old lady who was "grandmother to

me his stovetop." "This is where Nana used to live; now the pigeons roost here."

He was particularly proud of a mailbox which he installed in a neighbor's window. The letters are funnelled straight into their living room.

ADJACENT TO Even Yisrael at No. 4 Mashiah Baruchoff Street is the Sephardi Grand Orphanage. Within the secluded confines of its quadrangle among the orange trees and roses, it is difficult to imagine the commotion of busy downtown Jerusalem only meters away.

9:00 a.m. For the Mahane Yehuda market shopper laden

with bags there are several comfortable retreats tucked away in the twin Ohel and Mazkeret Moshe neighborhoods off Hacarmel Street parallel to Agrippas.

In one shady green spot bounded by Ohel Moshe Street is a little flower garden planted by the neighborhood children. Like the flaming sword and cherubim outside of the Garden of Eden, two hand-painted signs stand guard.

The first says, "I saw a flower and did not pick it," and the second asks, "Please insure that no dogs

er's many other hobbies and interests. The whole garden was built at no cost from re-cycled materials.

Gan Yisrael's creator Yisrael Rubin recently passed away. The day after his funeral a solitary flower, the symbol of some unknown visitor's sympathy and appreciation, was left on the green house door. The watering and care of the garden have passed on to sons and grandsons.

5:00 p.m. Another concealed pearl is the rough and ready garden of the Lazarists' 129-year old Isaiiah House on Agron Street.

to bring out its flavor, a city needs its peaceful, quiet corners to mellow the hustle and bustle."

Ben-Ari led me through Isaiiah House, up the stairs, over the white-washed roof and down again into one of my most secret treasures. Here is a common garden which I had only ever entered through the arch at No. 10 Zamenhof Street. At its center is a towering eucalyptus tree, whose trunk has three mailboxes nailed to it for the postman's convenience.

One of the neighbors was sitting in her garden. Ben-Ari asked her how long she had lived there. "55 years," was her answer. He then proceeded in direct Israeli fashion to question her about the ownership of her home, ascertaining that it was rented from the monks. How much rent did she pay?

The lady explained that she paid "an old rent" by which we understood very little, but she added, "That the building was in poor condition, and over the years we've had to invest thousands in its repair and upkeep."

6:00 p.m. Shmuel Hanagid Street behind the roar of King George is a veritable string of tranquil gardens in a variety of styles and religions. One can find gentle refuge at the Ratisbonne Monastery, the Har-El Synagogue and the miniature sculpture garden of the Artists' House.

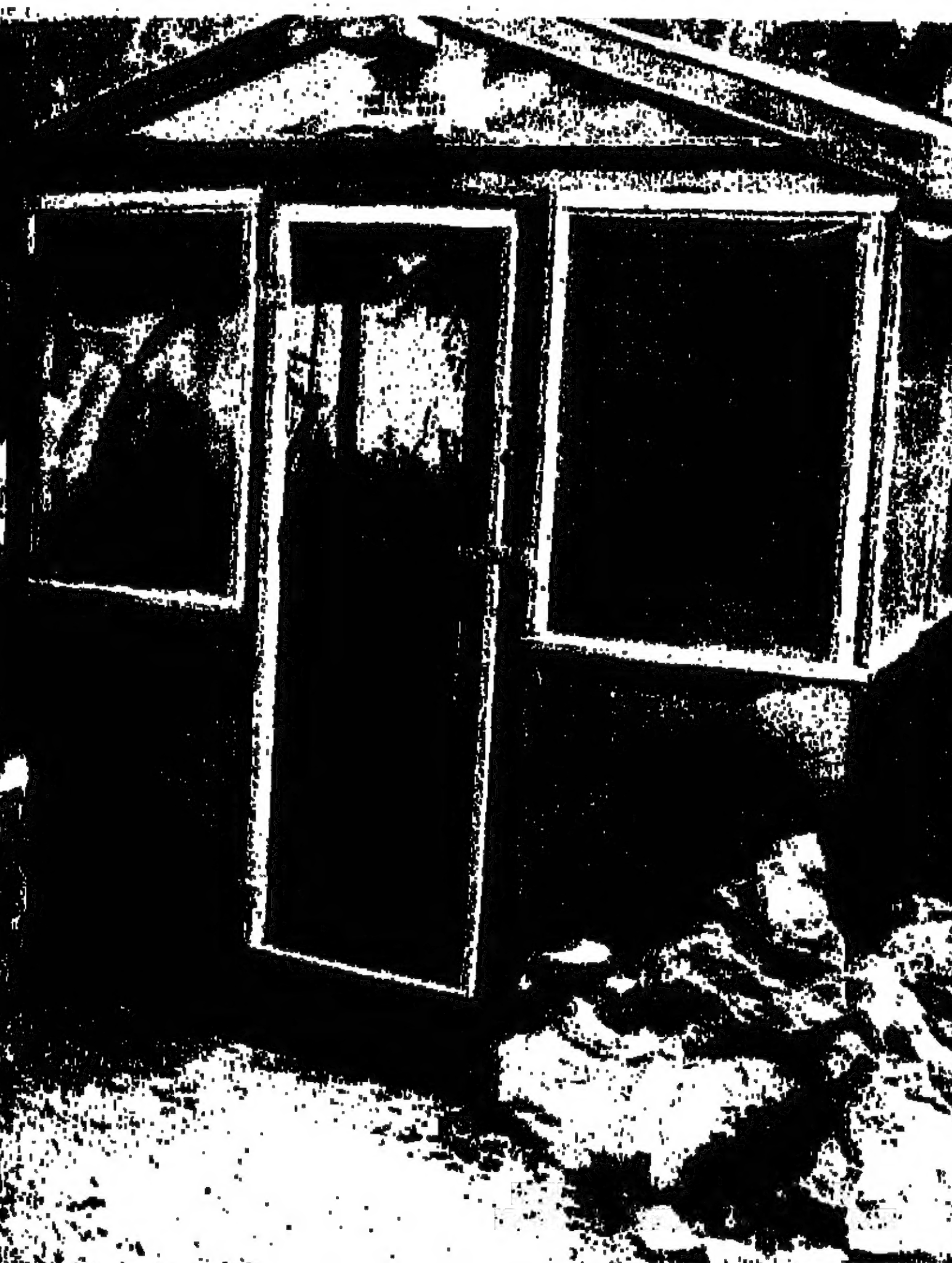
None of these provide benches, but one can commune with nature just as well sitting on a low wall or steps or even on the grass.

6:30 p.m. My last stop was the plain little park in front of Baptist Church on Narkiss Street. Here I met three little ones - Tanya, Yosef and Bobby. Bobby was actually a puppy the children had found that day. His pointed ears and sharp eyes remind-

ed me a little of his famous namesake, Edinburgh's Greyfriars Bobby. I hoped for the children that their newly adopted pet would be as faithful a friend to them as was the original to his master.

Tanya and Yosef, who were waiting for their mother, told me that they were from Russia and had been in Israel for three or four years (the timing warranted a certain amount of discussion between them). They were living at the Diplomat Hotel, "at soon," said little blonde-haired Tanya, "we're moving to Kiryat Gat."

As I returned home in the evening after a long, hot, yet satisfying day, I realized that my



enter the garden. Thank you."

10:00 a.m. Gan Yisrael alongside No. 8 Nili Street behind the Hapalmach supermarket is privately built but open to all. The sign over the greenhouse door reads, "Shalom, please come in, sit and enjoy the plants." Inside are a collection of cacti and succulents, all lovingly tended and watered.

The bench and table by the stone well under a shady tree creates the perfect atmosphere for solitary contemplation and reflection. A gallery of unusual curved faces, a large sea-shell collection and other oddities on the walls of the nook under the house reflect the garden-

The silent order's green gate is usually open and the garden's peaceful appeal, accented by quaintly appropriate Biblical quotations in French, beckons in the curious passer-by. In the afternoon when I dropped in, a young man called Assaf Ben-Ari introduced himself to me as a philosopher and volunteer worker at four orphanages. "Everyone needs a quiet place and the time to be alone; the human mind has a requirement for secluded, quiet, pretty places in which to think," he explained.

According to Ben-Ari, "A quiet corner is like sweet honey. Just as a tart apple needs a dab of honey



paradox had reconciled itself. Jerusalem's hidden corners, each a complete little world with its own story and set of lives, are really open secrets for all to enjoy.

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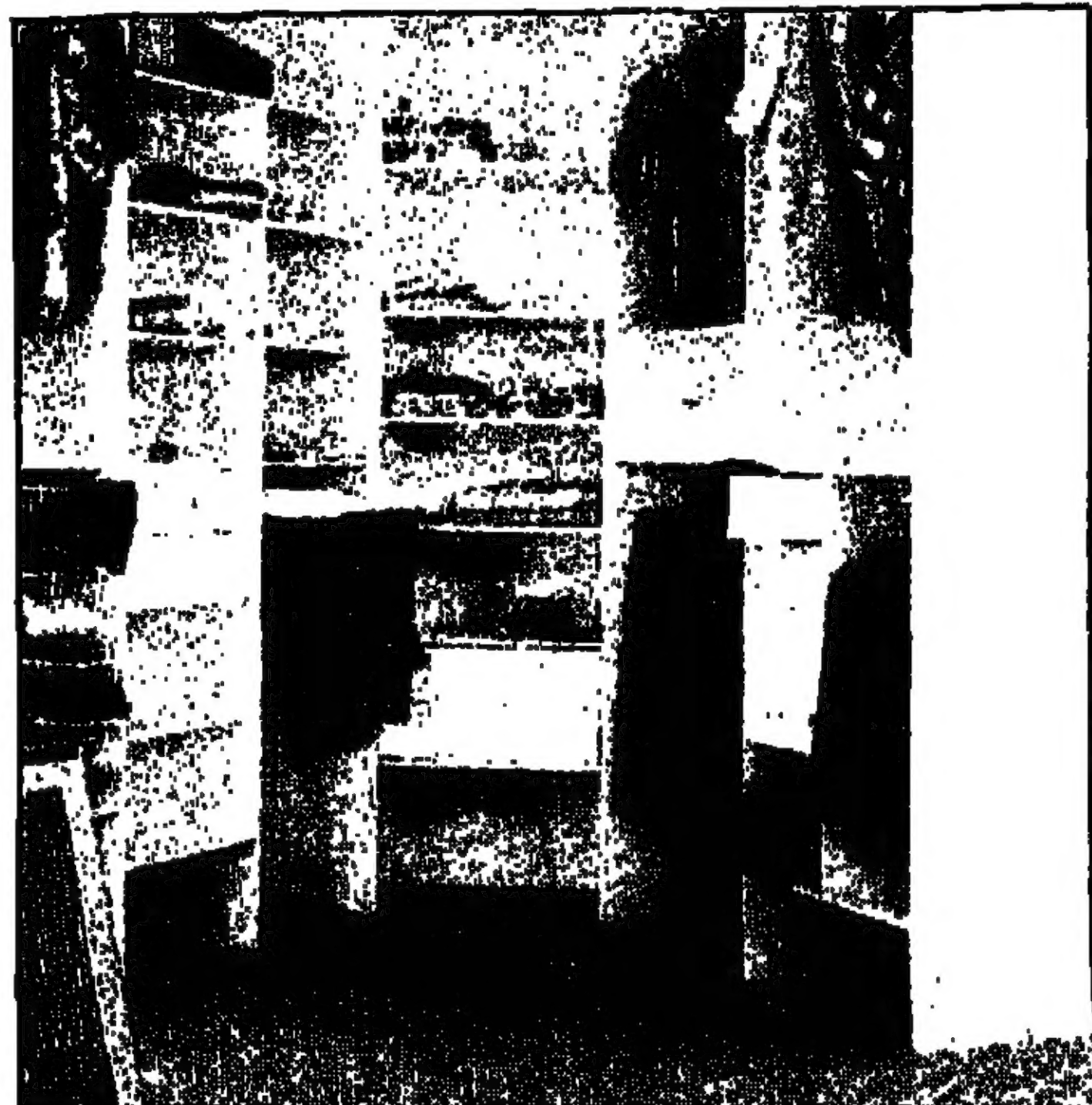
# A guideline to shops and services for home and garden

## A-1 American Services

A-1 American Services offers a full line of home repairs, decorations and minor/major renovations. Owned by former Americans Daniel and Claire Lang, A-1 American Services offers complete electrical repairs and rewiring performed by licensed electricians, ceramic tile installations, floor tiling, drywall installation, plumbing repairs and installation, cement work, wall demolition and construction. A-1 American Services uses Jewish workers only and is willing to travel to satisfy customer's requirements. Visa, Diners Club and Isracard are accepted. Payment plans are also available. For free estimates call 352135 (NS) or beeper 6512131 / 3219.

## American Camping

American Camping specializes in domestic equipment for outdoor use. The products are both practical and decorative. Obligation-free consultations can be arranged with the company's representatives who will call with samples and catalogues. American Camping can design equipment to meet specific needs. Product lines include permanent fixture giant sun shades and awnings which can be operated either manually or electrically, and which can be adjusted for summer or winter requirements. Customers can choose from a large selection of designs and can opt for locally produced or imported materials. These items come with a five year guarantee. Also available are wood pergolas and lat-



Doorset gets closet space down to a fine art

tices specially treated for the prevention of rot and woodworm. Fences, gates, succa booths, benches, tables and garden swings are among other items included in the company's extensive product list. American Camping manufactures large and small structures for both private homes and business premises such as hotels and restaurants. For further information and quotes call 362201 or 050-207066.

## Antique

Restoring antique furniture is an art that requires a great deal of skill and patience. Robert Cohen

and Igor Wisotzky, partners in Antique are dedicated to their craft, and many beautiful items in Jerusalem and beyond are ample testimony to their professional skills. Cohen, who originally trained as a carpenter and furniture restorer, worked for several years at the Israel Museum maintaining antique furniture and frames, period rooms, wooden Judaica and old synagogues. Wisotzky trained in his native Russia and for thirty years worked on restoration projects in various museums including the renowned Hermitage Museum.

At Antique, Cohen and Wisotzky restore antique furni-

ture and frames by using period tools especially suited for the piece. There are few modern machines or products at Antique. Cohen and Wisotzky also practise the special art of French polishing and gilding. Other specialties include making reproductions and refinishing and reupholstering. In addition, the firm imports antiques from Europe and Russia and buys and sells second-hand pieces.

Clients can be assured that there will be no woodworm in any item handled by Antique. The company, which provides exterminating services, is Israel's sole representative for Rento-Kil.

Antique  
4 Yed Harutzm  
open Sun-Thurs 8.30 a.m.  
to 7 p.m.  
Friday 8 a.m. to 1 p.m.  
Telephone: 7126332

## Arman Darian

Arman Darian's small store on Shlomzion Hamalka Street holds some very unusual Armenian ceramics of an extremely high quality. The owner is a new immigrant from Armenia where he studied interior design and worked as an artist. He brings fresh concepts from the country, where Armenian art traditions began. Instead of the usual Armenian-Turkish methods of chiselling, prevalent in Israel, he uses the original methods of painting, using oils and watercolours. Each of these ceramics is exquisitely hand-painted and a unique piece in its own right. These beautiful designs are in demand around the world for their originality and

continued renaissance of the Armenian tradition.

Arman Darian will be happy to supply further information about Armenian art traditions when visitors come to see his works.

Arman Darian  
12 Shlomzion Hamalka,  
Jerusalem.  
Telephone: 02-258 976

## Arye's Maintenance Service

Priding itself on expertise gained in 15 years of extensive experience in apartment renovations, Arye's Maintenance Service accepts large and small jobs including the total revamping of kitchens and bathrooms, closing in of balconies, installation of plaster partitions, painting, plastering, flooring, tiling, carpentry, etc.

Staff members include a professional electrician, plumber, aluminum workers and stone and block masons.

All projects are completed on schedule by an English-speaking, reliable, quality-conscious, dependable and trustworthy team.

Premises are thoroughly cleaned when the job is finished, including polishing and waxing free of charge.

Clients are offered the possibilities of buying materials at reduced prices and of having the work supervised by a construction engineer. Convenient payments can be arranged.

Telephone 416771, Mobile Phone 052-604625 or Beeper 294666 / 2129



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## Automat

Automat has acquired an excellent reputation for its modern production line of electric monitoring and control boards. These state-of-the-art products are entirely manufactured by Automat and are the most recent additions to their comprehensive stock of electrical supplies and lighting products. Automat also offers a large selection of quality home appli-

ances. Its lighting department is the largest in Jerusalem and can supply all home and garden requisites from simple light bulbs and attractive lighting fixtures to complex lighting systems.

Automat has become a byword with electricians, builders and informed home-owners for its extensive and varied stock of quality products and its competitive, low prices. Automat provides a special service for architects and will also design and produce

items not yet available among standard product lines.

Automat,  
3 Harshel Barzel Street,  
Talplot Industrial Zone  
Telephone: 02-783007  
Hours 7 a.m. - 5 p.m.  
Friday till 1 p.m.

## Dan Gifts

New customers are pleasantly surprised when they go to Dan Gifts in Baka which carries an extraordinary selection of household gifts from major league companies such as Mikasa, Henry Watson Pottery, WMF glass and stainless steel, plus gift items in cotton textiles, copper, wood, fresh and dried flowers and much more, including 100% wool kilims which they exclusively import. Prices are fair with genuine money-back guarantees and free delivery of purchases. Dan Gifts also has a wedding gift registry which is popular with young couples.

Dan Gifts  
27 Derech Beit Lechem  
Telephone: 732479

## Doorset

The internationally recognized high standard Neves cupboards and doors are now available in Israel, and can be ordered from Doorset. The doors include sliding and folding models with Melamine, veneer or mirror surfaces. The doors are equipped with wheels on which brushes can be inserted for self cleaning of both the wheels and the rod. The cupboards have special damp proof and rust proof locks (especially designed for children's rooms) and aluminum profiles. The



Custom-designed mural by Tzvi Rotstein

doors of the cupboards can be installed from floor to ceiling and from wall to wall without frames and in sizes required by the client. It is also possible to order glass doors for bookcases and two-sided partitions.

Doorset  
18 Shlomzion Hamalka  
Telephone: 02-241160

## Eden

Specialists in outdoor decor, Eden offers an extensive range of wood pergolas, lattices, fencing and multi-purpose partitions as well as canopies with struts, fixed and folding canopies for all seasons and giant sun shades. For do-it-yourself enthusiasts there are also white P.V.C. fences.

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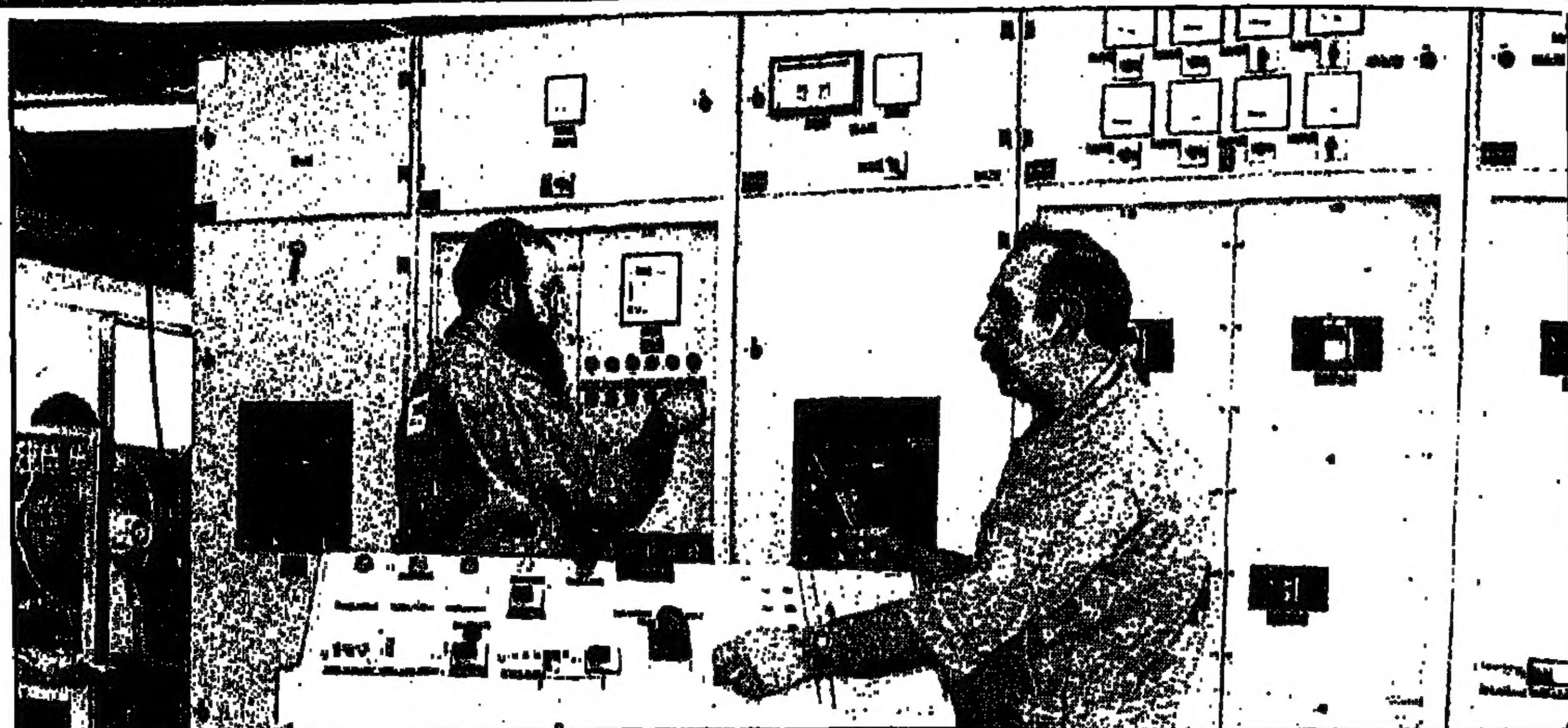
### Elram

Purchasers of large appliances such as air conditioners or refrigerators are not only looking for reliable quality products, but are also searching for a firm which will back up the product with high standards of service. Elram Marketing and Services Ltd., founded in 1971 by Eli Matityahu and Azaron Ram has succeeded by working on that principle. Elram markets Tadiran products plus a range of imported brands which they install in homes, offices and factories. Elram also stocks and provides maintenance and repair services for washing machines, dishwashers, television sets and video repairs. Do-it-Yourself enthusiasts will find a complete range of authorized parts. Bargain hunters would do well to visit Elram's special outlet store for new appliances which have been slightly damaged while on display. These items are sold at significant discounts.

Elram  
Rehov Hasadna  
Talpiot Industrial Zone.  
Telephones:  
783666 - sales  
783851 - service

### Ginat Tamar Nursery

Whether you have an estate-sized plot, a tiny city garden or a mere window sill, you can enjoy the natural beauty of living plants in your home. Gavi and Avner of Ginat Tamar each have over 15 years of experience in gardening and are specialists in garden ponds, fountains and water



Electronic monitoring control boards developed by Automat

plants. Their nursery stocks a large selection of outdoor plants, a variety of attractive house plants, a wide range of gardening supplies, a good range of original planters made from natural materials and various irrigation systems for garden maintenance. Ginat Tamar undertakes commissions to landscape gardens and to install ponds, fountains and irrigation systems.

Ginat Tamar Nursery  
34 Derech Beit Lechem  
Telephone: 719972  
Open Sunday-Thursday 8 a.m. - 7 p.m.  
Friday 8 a.m. - 2.30 p.m.

### Home Design Center

For new ideas on how to design a bathroom which will incorporate both efficiency and style, take a look at the Home Design Center in Talpiot which has a

large selection of styles, colors and models at easily affordable prices. For instance, shower bath curtains retail for NIS 8.90, sink taps for NIS 49, metal soap dishes in a choice of seven colors for NIS 2.90. Merchandise available at the Home Design Center includes fillers for cracks, special anti-mildew wall paint, garden furniture, plastic furniture suitable for both patio and garden, picnic furniture, swings, sun umbrellas and much more in a variety of price ranges and at attractive delivery rates. The store is easily accessible and customers can drive right up to the entrance, load up their purchases and drive off.

Home Design Center  
11 Yad Harutzim,  
Talpiot.  
Open 8 a.m. - 8 p.m.  
Telephone: 711545

### Jerusalem Futon

Jerusalem Futon, claims to be the oldest established futon shop in the city, and offers a wide choice of beds and sofas at extremely attractive prices. A 100% solid cedar double bed, carrying a 20 year guarantee is priced at only NIS 1,100 including the finest futon mattress available in Israel.

Futon means mattress in Japanese. For westerners Jerusalem Futon has added two pieces of foam to soften the effect of 100% cotton layers inside. Futons help to alleviate back pain, because they offer support properties which cannot be matched by any other kind of mattress.

At Jerusalem Futon, there is no middleman, and thus no inflated prices - just first-class workmanship and materials. Jerusalem Futon carries three types of instant sofa beds with metal frames and beech laminated wood slats imported from Italy, as well as solid cedar salon sets or beds with a rising back from NIS 850.

Jerusalem Futon  
12-14 Rehov Hayel Adam,  
off Strauss (near the taxi station).  
Open 9-5 daily; 9-1 Friday.  
Telephone: 241073.

### Ruby Karzen

Ruby Karzen Interiors offers a full range of services for remodeling homes, offices, shops and institutions. Beginning with the consultation through planning, design, shopping and supervision, Karzen offers the Greater Jerusalem area an experienced professional who will understand and complete the project to client satisfaction. Refreshing, the art of rejuvenating homes to attain a level of pizzazz with minimum expense, is a new addition to the catalogue of home design specialties in which Karzen has expertise.

Ruby Ray Karzen  
1/1 Diskin Street,  
Jerusalem.  
Telephone: 631018  
Fax: 634098

real warmth. Most other materials fade with time, but wood matures and becomes richer and more seasoned. Kitchens with Style blends traditional and modern materials to make attractive designs and guarantees to complete all fittings and meet delivery and installment dates on time.

All designs are constructed to the highest standards with the use of top quality materials, and installations are carried out by a team of top professionals who tidy up on leaving. For more information call David Prager 635244.

Kitchens with Style  
Wolfson Shopping Mall  
Diskin Street.  
Telephone: 635244

### La Manna

The three large showrooms in La Manna in Nahalat Shiva contain well organized displays of attractive and exclusive household gifts plus the Sarah Einstein Studio. Created from her international collection of exotic beads and silver, Einstein's jewelry is quite unique and ranges from ancient ethnic to contemporary elegant designs.

Household gifts run the gamut from functional to frivolous, with many unusual and colorful items in acrylics, ceramics, glassware, papier mache, etc.

Its variety and reasonable prices make La Manna a popular stopping point for both locals and tourists.

La Manna  
13 Ben Shetach Street,  
Nahalat Shiva.  
Telephone: 250610

### Kitchens with Style

Located on the second floor of the Wolfson shopping mall, Kitchens with Style offers a full and friendly service to its many clients in need of practical advice. The company specializes in custom-made kitchens and fitted wall units. The company uses many different materials, but prefers wood because it has

### Living Curtains

At Living Curtains, the emphasis is on advising clients on the whole concept of their rooms. Shira offers home consultations for curtains, shades and soft furnishings. Clients can select from Living Curtains' fabrics or use their own. Living Curtains will make up curtains, bedspreads, duvet covers, cushions

and other soft furnishings to customer requirements. In addition to conventional curtains, they specialize in Roman and Austrian blinds and an extensive range of window treatments. For an appointment and estimate telephone 02-344431.

### Joel V. Moses Engineering

Joel Moses Engineering offers a wide range of up-to-date cooling and heating services including design, installation and maintenance.

Design is the key to a good system. A computer model of the client's home or business will be built based on the system of the American Society of Heating, Refrigeration and Airconditioning Engineers.

Through personal consultation, an economical system will be devised that will best suit the client's property.

Central or split unit air conditioning doubles as very low cost and comfortable heating in winter. Another service offered by Joel Moses is oil or gas heating design and installation. Joel Moses prides himself on attention to detail and personally supervises all projects from start to finish.

Joel Moses Engineering  
Telephone: 781801 or  
918648

### Mr. Fixit

Native Irishman Alan Morris, a.k.a. Mr. Fixit, offers some sage household advice. "The minute something goes wrong in the house, don't let it go. Take care of it right away, because what can be just a minor adjustment can turn into a major repair job with time and neglect." And if you can't do it yourself, Mr. Fixit can provide expert repairs for broken shutters and fly screens and can replace broken window panes. A great handyman, he also clears blocked drains and repairs and builds shelves and shelving units. He also cleans carpets and upholstery, and will look after the homes of people going on extended trips. Call 9932043, 050-353373 or 294666/21303 N.S.

### Norman's Cleaning

One of the advantages of doing business with Norman's Cleaning is that the company is equipped to simultaneously take care of general renovation and cleaning needs.

With close to 30 skilled workers, each of them specially trained in their field, Norman's is able to offer many services. Home improvements include adding walls, painting and more. Norman's extensive cleaning services include shampooing rugs and upholstery and polishing

floors with a unique crystal polish created from marble tiles. Norman's Cleaning is also experienced in cleaning up before and after renovations. Norman's Cleaning also has a maintenance service for both homes and offices, and will provide professional workers to clean on a weekly basis. The benefit of hiring workers through Norman's is that the service comes with a guarantee that someone will come without fail each week to do the job. All of the employees at Norman's Cleaners are completely reliable and trustworthy. They are available from 6 a.m. to 11 p.m. and will make emergency calls. Beeper 512131/1508.

### Over the Rainbow

Kids' rooms are transformed into fun living space with the creative furnishings and accessories from Over the Rainbow. On sale are handcrafted toys, wooden furniture, clocks, lamps, mirrors, mobiles and other accessories from the studios of twenty talented craftspeople. In addition, there are original handmade fabric products from Over the Rainbow's own workshop. There are colorful patchwork quilts, bumpers, wall hangings, personalized articles - all washable and hypo-allergenic. Older children love the bedspreads, curtains and quilts in bright primary colors or soft florals.

Over the Rainbow  
Canton Yisrael,  
18 Yad Harutzim,  
Talpiot.  
Telephone: 737864  
Fax: 718095

### Pollack Nurseries

Pollack Nurseries has grown from a small family business into one of the largest, most innovative horticultural suppliers in the Jerusalem area. It has three large nurseries with everything from fruit trees and garden tools to a wide variety of ceramics and terracotta. Because it is now such a large operation, Pollack can safely offer low prices without sacrificing its high quality standards. In addition, its landscaping department has been undertaking a research and development program to acclimatize exotic new species of plants from South America to local conditions. Recent landscaping successes include the Hyatt Hotel and the Malcha shopping mall. Whatever the size of the garden, Pollack can design or create something special.

For further information, call 991-8073 or 999-03040.

### Tzvi Rotstein

Tzvi Rotstein is an interior designer who bases his skills on many years of practical experience in designing and making fine furniture and working in the construction industry. Rotstein's large client base testifies to his abilities to handle all home renovation problems. He provides

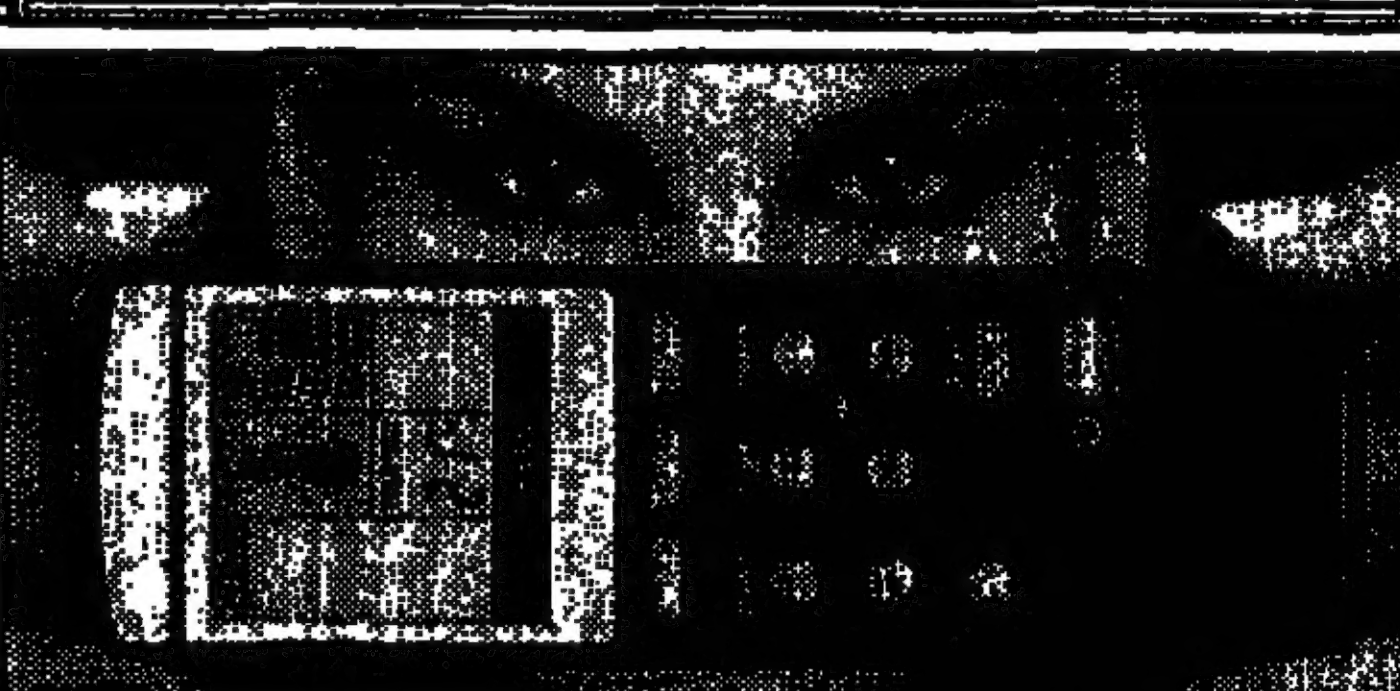
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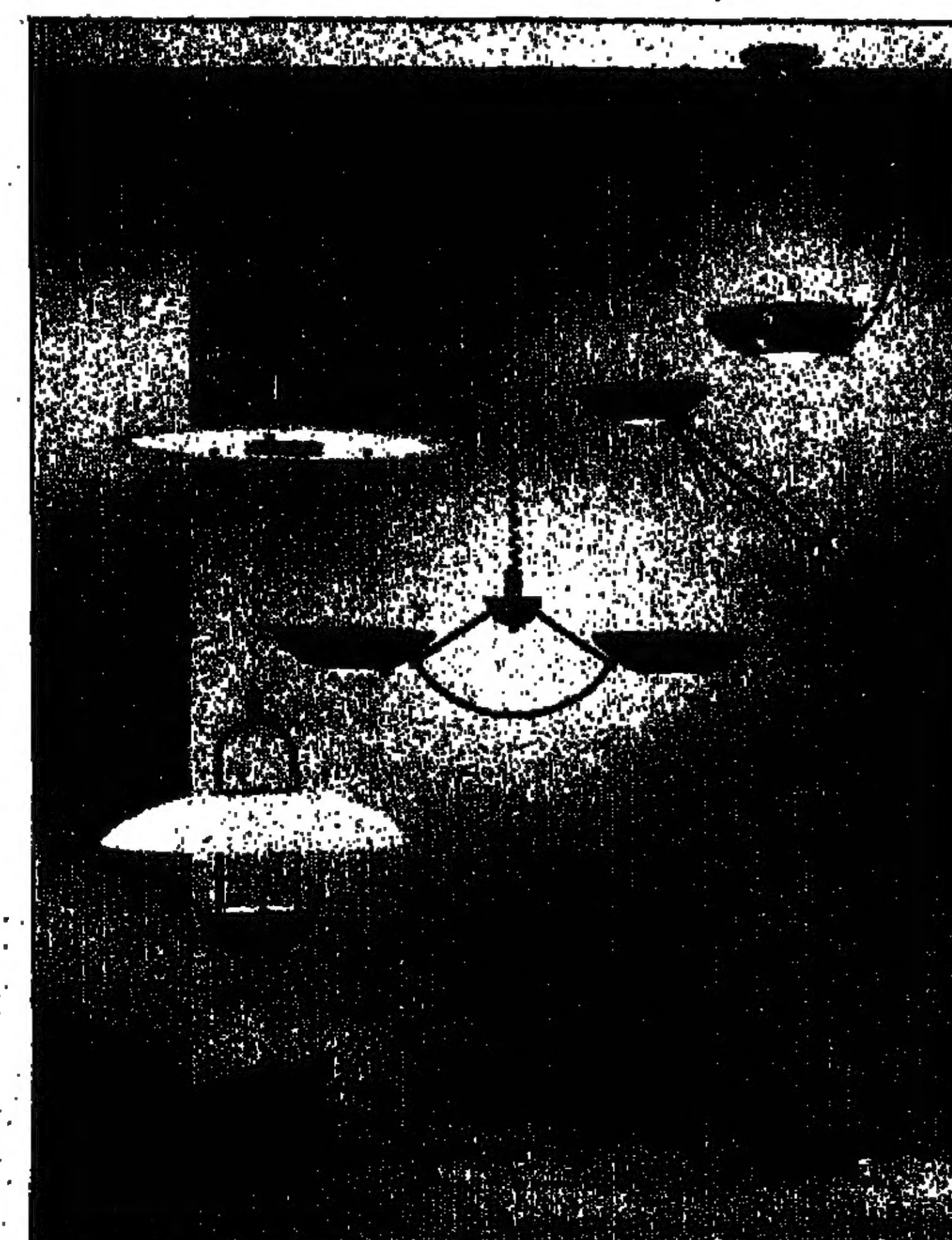


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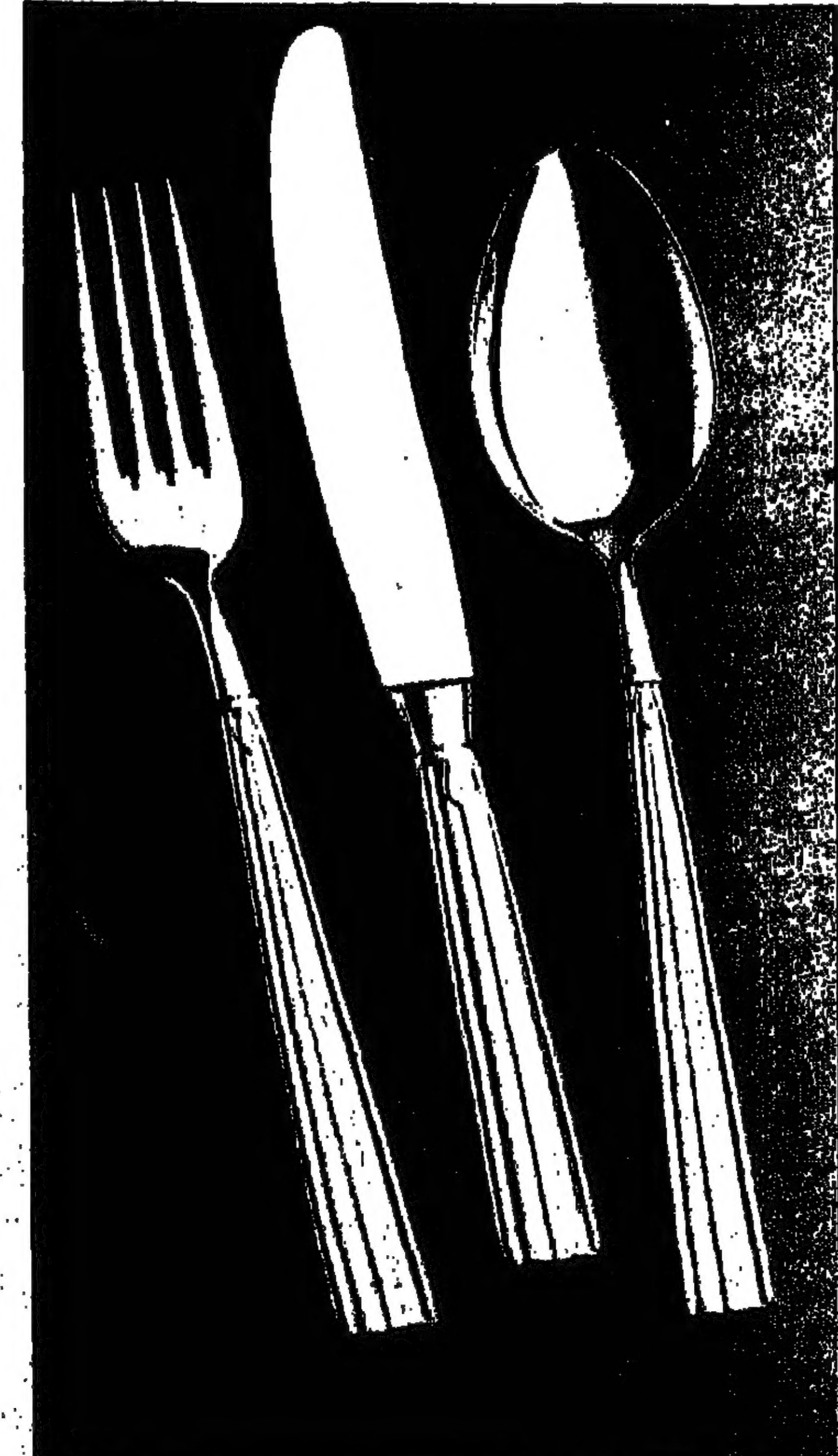


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Decorative Halogen light fixtures available at Stern's



Elegant flatware from Dan Gifts



clients with a personal, practical and thoroughly professional design service that covers the complete process from initial consultation to elaborate kitchen and tile design. Rotstein supervises the work on-site and keeps clients fully informed of progress regardless of the size of the job. Rotstein's expertise extends to creating more space within existing structures. He will redesign and renovate anything from a specific room to a whole house to suit both the needs and budget of the client.

For further information, call or fax 02-869102, or phone 710778.

#### Shoham-Electra

Dual purpose air conditioning units have taken over as the No. 1 way of providing home comfort all year round. Air conditioners have many advantages. They are clean, easy to operate, run at a reasonably low cost, and heat or cool the house quickly and safely.

Shoham-Electra is the only Jerusalem outlet of Electra Inc. and its courteous staff are experts at evaluating air conditioning needs for business premises or homes.

The showroom offers a substantial selection of air conditioners whose advantages are demonstrated on request by trained staff and technicians.

Shoham-Electra products are all covered by a solid guarantee. An SE representative will visit places of residence or work to help customers choose the most suitable model.

Shoham Electra  
16 Ha'Uman Street  
Telplot  
Telephone: 782005,  
781331.

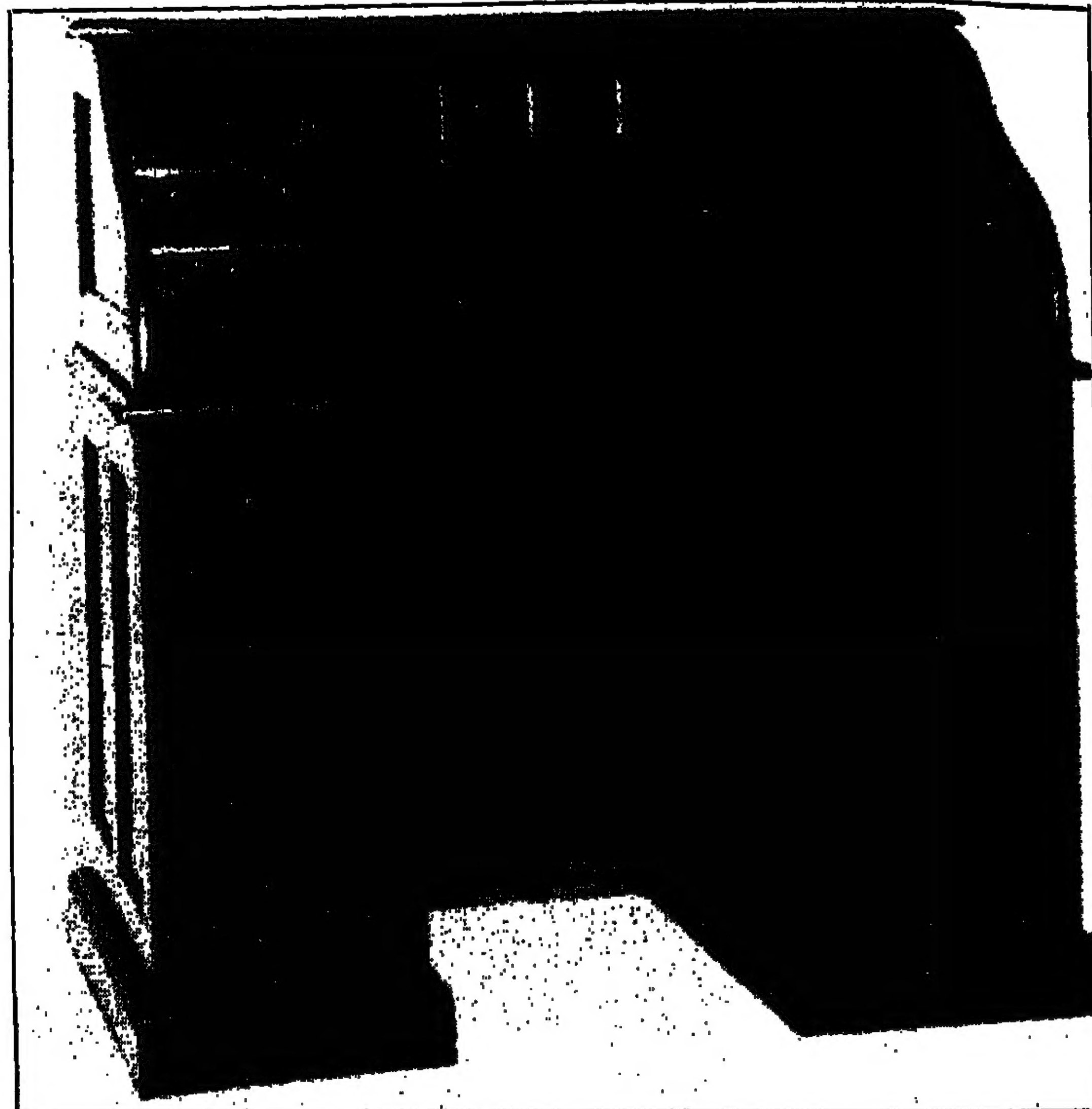
#### Sharley's Furniture

Sharley's stocks beautifully crafted furniture in a multitude of styles which include classic, modern and minimalist as well as romantic styles in a wide range of upholstery fabrics from all around the world. Sharley's also specializes in iron, wood and glass furniture items and will also undertake the bronzing of existing furniture to make it look more attractive. Sharley's claim to be able to carry out almost any furniture assignment that requires creative craftsmanship.

Sharley's Furniture  
18 Yehuda Street,  
Canyon Ahim Yisrael,  
Telplot.  
Telephone: 735 373  
Open from Mon - Fri 9:30 a.m. - 7:30 p.m.  
Saturday night 9:30 p.m. - 11 p.m.

#### Sherism-Yacht

Rosalie Sheris, proprietor of Sherism-Yacht creates decorative, non-representational yet functional art on 100% cotton canvas or linen. Her made-to-order, hand-painted bedding, pillow covers, tablecloths, napkins and wall textiles individually designed and sewn by the artist are washable and water-proof. Also available are her paintings, drawings and prints.



English oak roll-top desk restored by Ta'am Shel Pa'am

Sherism-Yacht  
Rosalie Sheris  
d.n. Hevel Eilat 88850  
Telephone: 07-357983 day  
07-357953 evening.

#### Steinberg's Renovations and Carpentry

Sam Steinberg, with 35 years experience and New York Interior Designer Zena Maslin will come into clients' homes and analyze their needs, produce plans, evaluations and detailed documentation for new kitchens, bathrooms, cabinets or total renovations. They help the client select materials and continue to supervise their own multi-talented staff in order to ensure high quality and fine finish. Their courteous and efficient team is directly overseen by Sam's son Robert Steinberg, who brings in specially designed systems which facilitate orderly and speedy installation.

Furthermore, all costs are outlined before contract and additional orders are executed only with the full consent of the client.

Steinberg's Renovations and Carpentry  
7/15 Mercat Sapir,  
Givat Shaul  
Telephone: 6513343

#### Elena Stern's Floral

Since 1985, Elena Stern has worked as the personal flower arranger to the President of Israel. She specializes in beautifying homes or highlighting rooms for

special occasions. She will visit private homes for free consultations. Dried flower arrangements may be had for as little as NIS 30. Delivery is free for all orders of NIS 100 or more. Having mastered numerous techniques including the Japanese Ikebana, Elena Stern offers morning and evening courses in floral arrangements.

Elena Stern  
9 Shlomzion Hamalka  
Telephone: 255885

#### Stern Lamps Workshop Ltd

One of the veteran lamps and lighting stores in Jerusalem, Stern Lamps, conveniently located downtown, was established in 1967. Over the years it has developed a strong reputation for its reliability, service and excellent variety of lighting fixtures for home garden and office. Offering locally manufactured and imported lamps in traditional and modern styles Stern's selection features several exclusive lamps at most reasonable prices.

Stern Lamps Workshop is particularly proud of its specialization in custom orders. Fixtures and lamps are designed and constructed in line with specific customer requirements.

Stern's extensive range includes ceiling fans with lamps.

Stern Lamps Workshop  
16 Straus Street,  
near the corner of  
Hanevelim Street.  
Telephone: 384125 or 384460

#### Ta'am Shel Pa'am

Ta'am Shel Pa'am, the antique furniture and restoration shop is now packed with antique furniture from a shipment recently received from England. Antiques from France arrive at three-monthly intervals. Ta'am Shel Pa'am carries a large selection of pieces including tables, chairs, closets, cabinets and much more.

In addition, partners Chaim and Avi will take a client's old or damaged furniture and refurbish it till it looks like new.

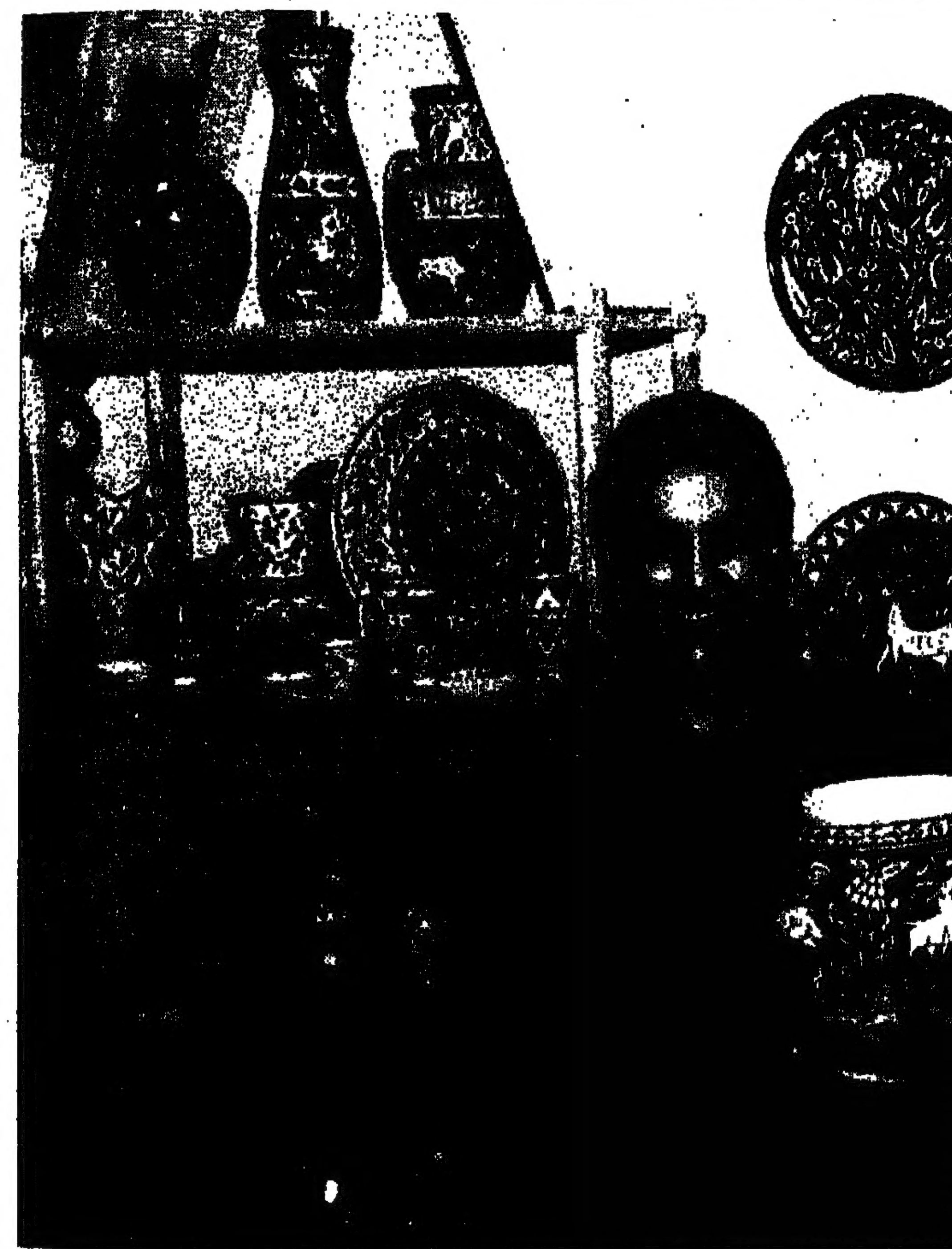
The partners, who trained for five years in England, offer affordable prices that make it possible to furnish a home with their beautiful and tasteful antiques.

Staff are trained to help customers search for specific styles and pieces.

Ta'am Shel Pa'am  
6 Rehov Nissim Behar,  
(corner of Bezaal Street)  
Nahshlot.  
Telephone: 02-241620

#### Tobey Designs

Do-it-yourself novices often buy the wrong materials or find it difficult to explain their requirements to sales people or contractors. Tobey Designs takes on any size project and turns it into a protocol that will save the client money, time and frustration while achieving the desired results. Anticipating the unknown and hidden expenses, Tobey builds a budget and timetable priorities and in addition to designing the project does all the shop-



Some of the exquisite Armenian ceramics created by Arman Darian

ping and supervising. Tobey studied textile and interior design in the US and has 27 years of hands-on experience. She provides an affordable luxury service, creating residential and

commercial interiors that are both functional and attractive. Tobey provides consulting at an hourly rate; project design for a flat fee or price shopping and supervision of all on-site work for a

percentage of the project cost. For consultation call 333250 or fax 340697.

#### Dan Vered

For the past six years, Dan Vered has been providing quality renovations services throughout Israel. He attributes his success to his unforgiving commitment to high standards and customer service.

Vered's seven years of training and experience in the United States enabled him to start his own business in Israel. He specializes in roofing, sealing and insulation. Other services he provides include painting, electrical work and interior renovations.

Vered prides himself on working in his own areas of expertise in addition to supervising his other services. His extensive crew comprises mainly new immigrants and people who have been demobilized from the IDF.

Clients are assured of clean, quality work. Price estimates are given at no charge or obligation and all of his work is guaranteed. For further information call 63424.

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